

IN THE CLAIMS

Claims 1-37 (canceled).

Claim 38(new): A display frame comprising a backing with a front side against which a poster is securable and a pair of channeled rails with the upper and lower edges of the backing securable respectively in the channels of the channeled rails, the backing being resiliently flexible with tensioning means securable between the channeled rails on the rear side of the backing whereby the backing may be flexed outwardly against its resilience, characterized in that it includes biasing means provided on the channeled rails whereby the backing is securable in the channels and a flexible screen and/or poster are securable against the backing.

Claim 39(new): The display frame as claimed in claim 38, characterized in that the biasing means includes retaining means to secure the backing in the channels and screen engaging means to secure the screen and/or poster in the channels against the backing.

Claim 40(new): The display frame as claimed in claim 38, characterized in that the tensioning means comprises at least one elongate flexible element.

Claim 41(new): The display frame as claimed in claim 38, characterized in that the tensioning means comprises at least one elongate flexible element.

Claim 42(new): The display frame as claimed in claim 39, characterized in that the retaining means and/or screen engaging means are provided by a resiliently flexible clip located within the channels of the channeled rails.

Claim 43(new): The display frame as claimed in claim 39, characterized in that the retaining means and/or screen engaging means are provided by at least one strip of outwardly convex resilient sheet material located within the channels of the channeled rails.

Claim 44(new): The display frame as claimed in claim 43, characterized in that the strip of material has an outwardly extending flange provided to extend into the channel of the rail and through a slot provided in the backing.

Claim 45(new): A display frame comprising a backing and a flexible screen securable against the backing, a pair of channeled rails with the upper and lower edges of the backing respectively securable in the channels of the channeled rails, the backing being resiliently flexible with tensioning means securable between the channeled rails on the rear side of the backing whereby the backing may be flexed outwardly against its resilience, characterized in that the tensioning means comprises at least one elongate flexible element.

Claim 46(new): The display frame as claimed in claim 45, characterized in that the elongate flexible element is releasably securable between the channeled rails.

Claim 47(new): The display frame as claimed in claim 46, characterized in that a pair of elongate elements are securable between the channeled rails respectively and releasably securable to each other.

Claim 48(new): A display frame comprising a backing and a flexible screen securable against the backing, a pair of channeled rails with the upper and lower edges of the backing respectively

securable in the channels of the channeled rails and the upper edge of the screen secured at least adjacent to the upper edge of the backing, characterized in that the lower channeled rail includes biasing means whereby the lower edge of the screen is releasably securable against the backing.

Claim 49(new): The display frame as claimed in claim 48, characterized in that it is configured to engage the upper end of a poster adjacent the upper edge of the screen.

Claim 50(new): The display frame as claimed in claim 49, characterized in that the backing is curved outwardly from its upper edge to its lower edge.

Claim 51(new): The display frame as claimed in claim 50, characterized in that the backing is resiliently flexible and has tensioning means securable between the channeled rails whereby the backing is flexed against its resilience.

Claim 52(new): The display frame as claimed in claim 51, characterized in that the tensioning means comprises at least one elongate flexible element.

Claim 53(new): The display frame as claimed in claim 48, characterized in that poster engaging means is provided at least adjacent the upper edge of the screen.

Claim 54(new): The display frame as claimed in claim 53, characterized in that the poster engaging means comprises at least one resiliently flexible poster engaging clip.

Claim 55(new): The display frame as claimed in claim 54, characterized in that a portion of the screen is located between the backing and at least a portion of the poster engaging clip.

Claim 56(new): The display frame as claimed in claim 48, characterized in that the biasing means comprises at least one resiliently flexible clip.

Claim 57(new): The display frame as claimed in claim 48, characterized in that the biasing means is configured to engage the backing within the channeled rail.